

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BAE1044 – ENGLISH FOR BUSINESS COMMUNICATION (All sections / Groups)

5 MARCH 2019
2.30 PM – 4.30 PM
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 8 pages with **THREE** sections.
2. Answer **ALL** questions.
3. Shade your answer for **Section A** on the OMR sheet
4. Write your answers in the answer booklet provided.

SECTION A: MULTIPLE CHOICE QUESTIONS [20 MARKS]

Instructions: Answer **ALL** questions in this section.

1. Alex Tan is in charge of public relations for a cruise line that operates out of Singapore. He is shocked to read a letter in a local newspaper from a disgruntled passenger, complaining about the service and entertainment on a recent cruise. Alex will have to respond to these publicised criticisms in some way. Which is the best channel for Alex to send his message to the newspaper?
 - A. letter
 - B. email
 - C. memo
 - D. phone call

2. Vanitha has a postgraduate degree in Business Science from one of the country's leading universities, where she graduated top of her class. However, she always arrives at the office late, argues with her seniors and makes demeaning comments about her colleagues. At times, she flatly refuses to attend departmental meetings. This is an example of _____ communication at the workplace.
 - A. impersonal
 - B. face-to-face
 - C. interpersonal
 - D. intrapersonal

3. A major problem faced by many employees in the workplace is that words have different meanings for different people. That is why skilled communicators will try to choose familiar words with concrete meanings on which both senders and receivers will agree. Which step in the communication process does this refer to?
 - A. Decoding
 - B. Encoding
 - C. Feedback
 - D. Transmission of meaning

4. Which of the following embodies one of the principles of good business writing skills?
 - A. Further to your recent letter concerning the complaint about your order.
 - B. The new Olympic line has replaced the Sportsgirl sweaters that you asked for.
 - C. This is the first time that we've complained about anything, and I hope you'll agree that we deserve a better deal.
 - D. If you do not return your form before 1st August, it will be too late for you to attend the seminar.

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5. You come late to the office in the morning. You find your boss standing outside your office and drinking a cup of coffee, with a colleague of yours. The moment you step in, he says, "Good afternoon, Siti." You know you are late to the office. Avoiding eye contact and looking down, you reply, "Good Morning." Which type of nonverbal communication are you exhibiting?
- A. Haptics
 - B. Kinesics
 - C. Proxemics
 - D. Paralanguage
6. One of your German clients has come for a visit. Five members from your team are supposed to meet him. Every 15 minutes, one team member walks in. Unfortunately, you were caught in a bad traffic jam that day and you are late by an hour. You enter the room and you look at the watch and say, "You know how the traffic in Kuala Lumpur is. It's horrible." What do you think would be the reaction of your German clients?
- A. The German clients may view your team as being disrespectful, inefficient or unreliable.
 - B. The German clients understand that your team may be busy with other work responsibilities.
 - C. The Germans from a monochronic culture may view time as a fluid structure.
 - D. The Germans from a polychronic culture may view time as a less formal structure.
7. Nicole is having a hard time discussing support options with her client, an interior designer. The office is cold, cramped and dull, and the setup is un conducive in putting the client at ease. People walking past can look in, and each time there is a noise or other distraction, the client loses concentration. What are the barriers that exist between Nicole and her client?
- A. Technical, Social
 - B. Physiological, Social
 - C. Environmental, Physical
 - D. Grandstanding, Language
8. Research conducted in Netherlands and also in America found that when silence in conversations during business meetings stretched to four seconds, people started to feel unsettled. In contrast, a separate study of business meetings found that the Japanese were happy with silences of 8.2 seconds, nearly twice as long as in Netherlands and America. This shows how _____ can influence _____ communication.
- A. culture; nonverbal
 - B. silence; interpersonal
 - C. ethnicity; interpersonal
 - D. nationalities; workplace

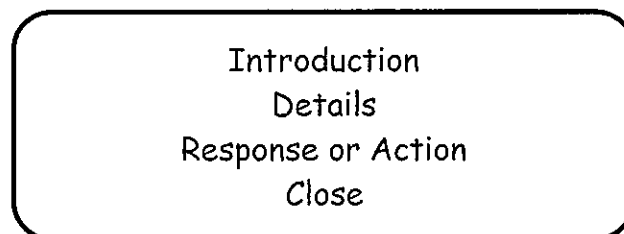
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9. Intercultural Communication expert Ray Ruiz tells us that if you are in "Country A, do begin all meetings with friendly conversation regarding family or other social topics. We should not begin a meeting delving directly into the business objective. The lesson many business people fail to learn is that it is all in the relationships." Country A is from a _____.
- A. high social value
 - B. low context culture
 - C. high context culture
 - D. medium context culture
10. Nancy needs to present her sales report on airfare for the last quarter to the management team of Hong Kong Air. She also needs to show the airfare trends for the last three years on airlines that operate out of Hong Kong. Which of the following is the best graphic design to illustrate her data?
- A. Pie chart
 - B. Bar chart
 - C. Scatterplot
 - D. Line graph
11. Mr Tan, the manager at Jaya Supermarket, is a cheerful and talkative person. He has a good sense of humour and always enjoys telling stories and sharing his experience. While his colleagues enjoy his company, they often find it difficult to talk to Mr Tan about their issues at the workplace as Mr Tan hardly listens. Mr Tan's barrier to effective listening is called as _____.
- A. grandstanding
 - B. faking attention
 - C. language problems
 - D. psychological barrier
12. Aamen was concerned that he has not been shortlisted for all the jobs he has been applying for. He decided to seek the help of one of his instructors. He took a copy of his resume to her and explained his problem. His instructor looked at the resume and quickly noted that his objective statement could be one of the main reasons why he has been unsuccessful. Which of the following objectives is the most effective for Aamen?
- A. To obtain any junior position in IT which involves all my skill set of managing and supervising.
 - B. Experience in software along with training software and hardware and networking with dynamic growth oriented companies and organisations.
 - C. To obtain employment with a company or institution that would allow me to continue to enhance my skills in IT.
 - D. To leverage my knowledge of IT systems to create and maintain the networks for Global Run, utilising my MCSE, LPIC, and RHCE certifications.

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13. Marketing executives in ABC Corporation wear the company's corporate shirt whenever they are out to do marketing. They also wear their identity card at all times to enable customers to identify them easily. The company believes that the shirt and the identity card are vital to maintain a good image of the company. What type of nonverbal communication is the company using to establish their image?
- A. Artifacts
 - B. Kinesics
 - C. Proxemics
 - D. Environmental
14. Mr Zainal has a business venture with a company in Japan. He communicates with his business partners to discuss their business plan and share information about their progress. Which of the following will be the best and most cost effective medium for Mr Zainal's communication with his business partners in Japan?
- A. Email
 - B. Telephone calls
 - C. Video conferencing
 - D. Face to face meeting

15.



The above structure is used as a framework for _____.

- A. a monthly management meeting in a construction company
- B. an email written to reply about an enquiry made by a client regarding a new product that the company recently introduced
- C. a telephone conversation between Ellen and a customer who was angry over a defective product
- D. an interview that will be conducted to hire fresh graduates for the post of a junior sales representative

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16. In the meeting, Mr Lee, the Marketing Manager concluded by giving a week for Imran to prepare a proposal on how to market the new product. "Focus more on the advertisement", he said. A week later, Imran's proposal submission to the manager is an example of _____.
- A. an upward communication
 - B. a downward communication
 - C. a face-to-face communication
 - D. an intrapersonal communication
17. Chronemics in nonverbal communication is best exemplified by the following activities.
- I. Two speakers allowing some distance between them when they speak.
 - II. A manager patting his staff on his back to boost his performance for the month.
 - III. A father who punishes his two sons for coming home late from the playground.
 - IV. A man, despite having an appointment, anxiously waiting for his turn to see the doctor.
- A. I & II
 - B. III & IV
 - C. I, II & III
 - D. All of the above
18. A meeting was conducted, and the minutes from the meeting were submitted to the higher management. However, the minutes were rejected due to a technical reason. The possible reason is that _____.
- A. there was insufficient quorum at the meeting
 - B. no clear conclusion was made at the end of the meeting
 - C. no proper introduction was delivered at the beginning of the meeting
 - D. the chairperson did not have a concrete decision and summary at the end of the meeting

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19. As a Sales Manager, Susan has an important presentation next week to propose on a purchase of a few laptops for the Sales department. She prepared all the content and produced about 60 slides to assist her presentation which will be for 30 minutes. She begins to worry because, if she fails to convince the CEO and the finance department on the purchase, everybody in the department will blame her. How do you suggest Susan should approach her presentation?

- I. Cut down on the number of slides.
- II. Use the storytelling technique to convince the audience.
- III. Communicate with the CEO's secretary to delay her presentation.
- IV. Practise in front of a more experienced staff and get feedback on how to improve her presentation.

- A. I & IV
- B. II & IV
- C. I, II & IV
- D. All of the above

20. In India, giving and receiving feedback at the workplace is still done in the extremes. Seniors do not accept feedback openly from their subordinates and subordinates do not accept feedback given by their seniors. Which of the statements below can make all the difference to this process of giving and receiving feedback in an organisation that wants to promote professional development?

- I. Your performance at work has been very poor this year.
- II. Let's try to find a way to learn from this moving forward and make sure you have the right support so it doesn't happen again.
- III. You keep not showing up to meetings and you're missing important information.
- IV. Going forward, I think you should work on your team-managing capabilities to take up more responsible roles in the forthcoming years.

- A. I & IV
- B. II & IV
- C. II, III & IV
- D. All of the above

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SECTION B: INTERPRETATION OF NON-LINEAR TEXTS [15 MARKS]

Instructions: Based on the information below, write the **Findings**, **Conclusion** and **Recommendation** sections of a formal report in about 150 to 200 words.

A study was conducted on annual employee turnover rates in ACE Sendirian Berhad from 2015 to 2017. You have obtained data as displayed in Figure 1 and Table 1.

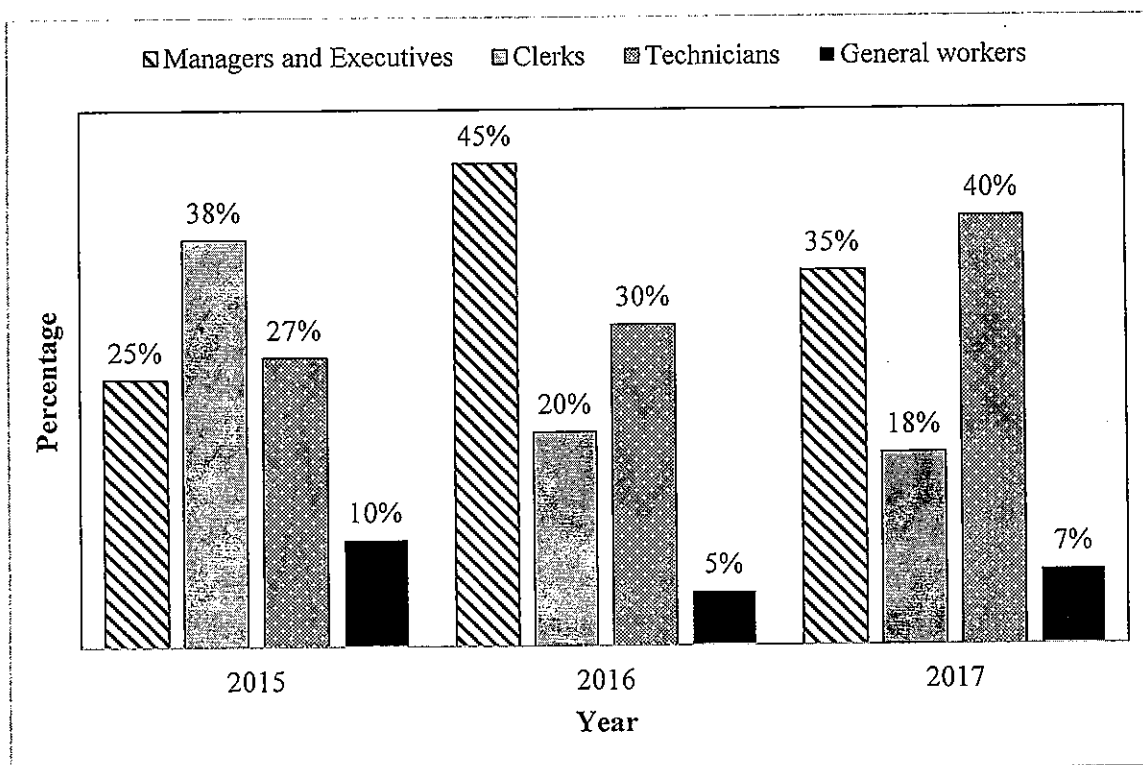


Figure 1: ACE Sendirian Berhad's Annual Employee Turnover Rates from 2015 to 2017

Table 1: Reasons for Employees' Resignation from ACE Sendirian Berhad 2017

	Rigid working hours	Limited promotion opportunities	Dissatisfied with pay and benefits	Poor work environment	Personal reason
Managers and Executives	20%	40%	30%	5%	5%
Clerks	20%	25%	35%	10%	10%
Technicians	40%	20%	30%	3%	7%
General Workers	25%	10%	10%	0%	55%

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SECTION C: WRITTEN COMMUNICATION [15 MARKS]

Instructions: Write a letter of about 250 words based on the situation below.

SITUATION:

MT Motors is an international automobile manufacturer, with a huge customer base around the world. They have recently launched a car model called Optimus. The sale of the new model car was impressive; however, soon after, there were complaints about the car's airbag from customers who were in accidents involving the newly launched car. At least five people have died worldwide, and more than 50 have been hurt as a result of the defective air bags.

This has caused the company to face a few legal suits, and the issue has also caught the media's attention. To overcome the problem and to gain customers' confidence, MT Motors has decided to replace all the airbags. The company has decided to inform its customers on the safety recall and apologise for the shortcoming. The customers also need to send their cars to the nearest service center to replace the airbag in their cars. No additional charges will be imposed. As goodwill, the company will also give additional ONE year free service to all Optimus car owners.

As the Marketing Director of MT Motors, write a letter to all Optimus car owners to address the current problem by highlighting the corrective measures that need to be taken to restore customer's confidence as well as the company's reputation. You may add relevant information.

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